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Message Text

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PAGE 01 MEXICO 03091 222142Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
----------121107 222144Z /63
P 222127Z FEB 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8453
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
ALL OTHER CONSULATES IN MEXICO POUCH

UNCLAS MEXICO 03091

FOR WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: END OF SHOW REPORT: PETROAVANCE '78

1. NAME OF EVENT: PETROAVANCE '78
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2. PLACE & DATES: AUDITORIO NACIONAL (USTC-OFFSITE),
MEXICO CITY, JAN. 31-FEB. 2, 1978
3. PARTICIPANTS: 114
3A. EXHIBITORS: 149, (NTM-86, OTM-63)
4. FLOOR SALES AT EXH., INCLUDING DOLLAR VALUE OF
MERCHANDISE TURNED OVER TO AGENTS & DIST.: $3,363,700,
(NTM-136,200, OTM-3,227,500)

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5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS RESULT OF THIS EXH.: $121,758,000, (NTM-47,247,000, OTM-74,511,000)
6. COMPANIES SEEKING REPS.: 33
7. REPS. SIGNED: 7
8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 38
8A. LEADS: 275
9. COS. SEEKING JOINT VENTURES OR LICENSEES: 7
10. JOINT VENTURES OR LICENSEES SIGNED: NONE
10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 5
10B. LEADS: 31
11. SLS. LEADS: 3,718, (NTM-1,914, OTM-1,804)
12. REGISTERED ATTENDANCE: 2,604
13. MARKETING OBJECTIVES SUMMARY:
A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 104 (NTM-59, OTM-45)
B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 35, (NTM-25, OTM-10)
C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES: 10, (NTM-3, OTM-7)
14. COMMENTS: FOLLOW BY SEPTEL.

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MEXICO03091
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780082-0938
Format: TEL
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780229/aaaaaxuc.tel
Line Count: 84
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6e212bd2-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 24 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3523095
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW REPORT: PETROAVANCE \'78
TAGS: BEXP, MX
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/6e212bd2-c288-dd11-92da-001cc4696bcc
Review Markings:
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